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**EASTMAN KODAK COMPANY
PATENT LEGAL STAFF
343 STATE STREET
ROCHESTER, NEW YORK 14650-2201**

DATE: 2 November 2004TO: EXAMINER: Geoffrey Aker
GROUP 3625
U.S. PATENT OFFICEFAX NO. 872-9306
703-308-3687FROM: Frank Pincelli
PHONE NO. 585-588-2728FAX NO. (585) 477-4646RE: U.S. Serial No. 09/540,148
Filed 3/31/00
Inventor(s): Lou Chauvin et al.
Docket No.: 80934

Attached is applicant's response to the office action dated 9/3/04.

Total Pages Including Cover Sheet 16

**Response under 37 C.F.R. 1.116
- Expedited Examining Procedure -
Examining Group 3625**

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Customer No. 01333

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Lou Chauvin, et al

**METHOD AND SYSTEM FOR
ORDERING IMAGE RELATED
GOODS AND SERVICES**

Serial No. 09/540,148

Filed 31 March 2000

Commissioner for Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

Group Art Unit: 3625

Examiner: Geoffrey R. Akers

I hereby certify that this correspondence was sent
by facsimile transmission to the United States
Patent and Trademark Office on the date set forth
below.

Paula West
Paula West

11-3-04
Date

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Response Under 37 CFR 1.116

In response to the Office Action dated September 3, 2004,

Applicant respectfully requests reconsideration in view of the following
amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on
page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.